

The ROYAL

VOLUME TEN



STANDARD

NUMBER TEN

ROYAL PASSES THREE-QUARTER MARK IN RECORD TIME



W. B. LARSEN
Chicago



W. F. TEER
Indianapolis



G. G. RALLS
Los Angeles



P. W. JONES
Kansas City



C. B. RIDDLE
Youngstown



J. W. MANN
Atlanta



G. C. KINNAMON
Columbus



O. P. GILMORE
Dayton



P. S. JONES
Des Moines



R. C. ROBINSON
New York



J. T. WELLMAN
Louisville



J. E. GEISSINGER
Oakland



G. D. ROE
Portland, Ore.



H. J. CLOSSON
Boston

L. H. O'BRYAN
Evansville
R. C. SHUMWAY
Peoria

C. A. STEVENSON
Springfield, Ill.
A. D. RICHARDSON
Jacksonville
W. H. COURTNEY
Houston



H. D. CASHMAN
Washington



W. A. PARTEE
Milwaukee



A. R. SMITH
Worcester

Another mark passed and another record made!!!
That is the important news with which we start off the last quarter of the biggest year in Royal history.

A record month's business in September—the Biggest September the domestic organization has ever enjoyed—ends a nine months' period which far surpasses any like period in the company's existence. And these nine months were replete with so many fine organization, branch, dealer and individual achievements it is impossible to catalog all of them.

It is enough to say that we take a pardonable pride in our sales organization as a whole, and with the greatest pleasure we have seen it develop into the keenest, ablest, fightingest crew of go-getters ever gathered under one Standard.

The 100% managers—the men whose business equalled and exceeded their quotas—are grouped around this article. Many others managed to come very close, but just fell short of the mark.

The quota makers and those who came near making quota are the men who made the September record possible. To them we turn to lead the assault during the last three months which will put the Royal Year of 1925 as high above previous years as the Royal typewriter itself stands above others.

Machine-a-Day Club Adds Eight New Members

With the establishment of a new sales record in September comes a correspondingly big individual month by the members of the Machine-A-Day Club.

If you will look at the back page, you will see that there are seven new members gracing our ranks as a result of September Business, and the repeaters number forty-five in the branches alone.

While the full record for the dealers is not yet in, advance information predicts a record number of dealers making the Club also.

There has never been so popular and interesting an innovation in the office appliance business as the Royal Typewriter Machine-A-Day Club has proved to be. Established many

years ago by President Smith when he was Sales Manager, it took immediate hold, and men have figuratively broken their backs to get into the club month after month.

There is no finer feeling in the world than to be able to say that you are an active member of the Machine-A-Day Club. Mere membership is a thing to be proud of, but when you can say—the way Wellman, Allingham, Miller, Brainerd, Paul W. Jones and a few others can—that you have repeated continuously, month after month—for practically three years—you have left a trail of glory that few typewriter men can equal.

Some day every Royal Salesman will be a member of the Machine-A-Day Club—and then—

Some Interesting Facts About the Royal Sign

The Royal Typewriter Sign is helping to light the Great White Way. Its six-thousand brilliant lights in all the colors of the spectrum are making people look up and see the great Royal Typewriter outlined against the sky—burning on their minds in actual letters of fire that the Royal Typewriter is "Easy Writing"—that it enables you to "End the Day with a Smile"—that you have but to "Compare The Work" and you will choose a Royal.

Here is a news story which gives you a whole lot of facts about this wonderful sign. Keep them in your mind. People come from all over the world to Broadway. They are coming every day from your city and your neighbor's city—three hundred and fifty thousand of them every day

—to see New York. Broadway at night is one of the wonders of New York—and the Royal sign is one of the wonders of Broadway. Tell people you see about it.

"Broadway has a new electric display. The newcomer in the ranks of those who keep daylight hovering over the fascinating night life area of New York's Times Square is the Royal Typewriter Company. Its great display adds a new note to the symphony of color and movement that nightly entertains and delights the hordes of pleasure seekers from near and far that throng the streets below. Facing southeast, it rises above the Strand Theatre Building at Forty-seventh Street and Broadway. The switch which controls the new

display was turned on the night of September 10 and revealed to the watchers below the largest typewriter they had ever seen. A part of the complete display which is sixty-four feet square, this typewriter alone measures thirty-seven feet in height and fifty-seven feet in width. The watcher is amazed to see it and its working parts flash out in the brilliance of forty-two-hundred lights which, in blue, white, red and green show the prosaic instrument of business in a glorious riot of colorful activity.

Up and down, up and down the flashing keys go busily—for all the world as if one of the most efficient of the many pretty, bobbed-haired stenographers gazing at it from below was making them go with her dainty,

(Continued on page 2)

SOME IMPORTANT FACTS ABOUT THE ROYAL SIGN

(Continued from page 1)
manicured fingers. As the keys depress themselves, the carriage is working itself to the end of the line and as we listen for the warning bell to ring, the space lever moves forward and a sheet of paper travels up another line between the rollers at the top. Even the ribbon is there to complete the picture as it unwinds itself in red light before the paper.

And, as the invisible operator continues his activities at the keyboard the message of the typewriter is flashed from above it. As the carriage moves to its extreme position the lights go quickly off and on again and there, at the top, in letters averaging twelve feet in height flashes the word "Royal" and beneath that in letters five feet high the word "Typewriters." Below these come three separate messages, a new one at each upward movement of the paper as it reaches a new line and the lights flash off and on. They are "End the day with a smile," "Easy-writing" and "Compare the work," in letters three and one-half feet high. And



The Sign as It Towers High Above Broadway by Daylight

64 ft. High
64 ft. Wide
Has 5,821 Lights

"Royal" 12 ft. High
"Typewriter" 5 ft. High

Slogans 3½ ft. High
19 Lighting Chances
5 Miles of Wire

with the paper curling over the rollers and the last line reached a new sheet seems to be inserted and the action and message series begins all over again. Sixteen separate and distinct lighting arrangements are required for the completion of the typewriter's action and three are required for the messages.

The new spectacular display—one of the largest on Broadway—adds the brilliance of 5,821 incandescent lamps to the already great White Way. It is also one of the brightest and in proportion to size it uses more lamps than any other on the street. The work was completed in four and one-half weeks, which is usually fast time for the building of a display of such magnitude and mechanical and electrical requirements. Beside the figures already given the letters which range from three and one-half feet

to twelve feet in height contain 1,621 lamps and it required 25,000 feet—almost five miles—of wire to make the connections for the display.

J. H. Forshay Made Credit Manager

Effective October first, Mr. J. H. Forshay was made Manager of the General Collection Department succeeding Mr. Robert Erskine Strong. John Forshay has received a well-merited promotion. He joined the



Royal Forces back in the days when two or three rooms housed the entire home office organization—in 1912. His progress has taken him through the Accounting Department and the old Field Department, until 1917, when he left for service in the Army in France.

Upon his release, he rejoined the Royal Organization in the Sales Office Department, and later was placed in the Sales Department, where he has served well since—always taking on additional duties—because nothing was ever too big for John Forshay to handle, nor was he ever so busy but that he could take on a few extra tasks.

We are sure the entire organization will be eager to stand back of

Mr. Forshay in his new office as Credit Manager—for which he is well fitted by similar work he did in the old Field Department—and we all wish him well.

Mr. Bonno Ries, another old-timer in the Royal Ranks, steps into John Forshay's shoes in the Sales Department. Mr. Ries came to the Royal in the Executive Department in 1909. His work took him through the Accounting and Field Departments, and later into the United States Army. Upon his return to Royal, he again entered the Accounting Department. He was at the head of the Branch Accounting Division at the time he was transferred to the Sales Department and made Mr. Forshay's assistant two years ago. He is well fitted for his work, and the branches will find him just as anxious to help them, and just as sympathetic with their problems as Mr. Forshay was.

Mr. Strong, former Credit Manager, has gone back to his old game. Before he came with the Royal he was Attorney for a large number of real estate companies—and now he has formed his own realty corporation in Florida. We are sure all his friends in the Royal ranks wish him heartiest success in his new venture.



Bonno Ries

Pin this in your hat for October:

"Only Concentrated Thought and Aggressive Action Make Great Achievement Possible."

Promotions in Branch Organization

This is a month of promotions. Three of our branch office men who have made good have been advanced to higher positions—after the usual Royal policy of giving men within our own organization bigger jobs as they come along.

First, Mr. L. A. Platz has been made manager of the Cincinnati Office. Mr. Platz was for a long time one of the traveling auditors. When Mr. Partee took over the Milwaukee Office, he received his first chance in the Sales Department as manager of St. Paul. His success there put him in line for promotion, and he was the logical man for Cincinnati. We are sure he will follow up his fine record with real accomplishments in Cincinnati, and wish him great success.



L. A. Platz



C. E. F. Russ

been in the habit of producing quota months at Portland, and has been one of the hardest competitors for all sales prizes. If anybody can put San Francisco into the ranks of the leaders, Cecil Russ can. All the luck in the world to you, CEF.

And to succeed Mr. Russ in Portland, Mr. C. D. Roe, his star salesman has been appointed to the managership. Mr. Roe is a Machine-A-Day man of prominence, and we look for a continuation of his fine record as he takes over his new duties. He is indeed a worthy successor to Mr. Russ, and we shall continue to look for quota months from Portland.



C. D. Roe

SERVICE CONTEST FOR AUGUST, 1925

DIVISION NO. 1

"Detroit a Winner"

It took Mr. Driscoll, our Foreman at Detroit, just eight months to make first place but he made it! This Service Department must have worked every day of the month in order to pull down their very fine percentage for August. Beating out twenty-two other Service Departments is no easy job. Our congratulations are offered, Detroit.

- | | |
|---------------------|----------------------|
| 1—Detroit 8* | 12—New Orleans 8* |
| 2—Boston 7* | 13—Indianapolis 5* |
| 3—Chicago 8* | 14—Kansas City 6* |
| 4—St. Louis 8* | 15—Cincinnati 5* |
| 5—Pittsburgh 7* | 16—Minneapolis 8* |
| 6—Washington 4* | 17—New York 3* |
| 7—Cleveland 8* | 18—Portland, Ore. 1* |
| 8—Hartford 6* | 19—Baltimore 6* |
| 9—Louisville 5* | 20—Buffalo 3* |
| 10—Dallas 4* | 21—Atlanta 6* |
| 11—San Francisco 2* | 22—Los Angeles 4* |
| 12—Philadelphia 6* | |

DIVISION NO. 2

"Johnstown Wins"

Mr. Short, our Foreman at Johnstown, earned a very high percentage during August and won first place. This is a fine record in view of the

fact that Mr. Short is a newcomer in the organization. The majority of men would just be getting their bearings if they were with the Company but a month. Not so with Mr. Short, he took one glance at the shop and decided to make 100 per cent. the first month. He did and carried first place with him.

- | | |
|-------------------------|-----------------------|
| 1—Johnstown 1* | 23—Grand Rapids 3* |
| 2—Birmingham 8* | 24—South Bend 1* |
| 3—Youngstown 4* | 25—Wichita Falls 1* |
| 4—Bangor 3* | 26—Houston 2* |
| 5—Des Moines 4* | 27—Providence 1* |
| 6—Oakland 3* | 28—Worcester 3* |
| 7—Harrisburg 6* | 29—Wilmington |
| 8—Fresno 3* | 30—Springfield, Mass. |
| 9—Richmond 4* | |
| 10—San Antonio 4* | 31—Peoria 2* |
| 11—Akron 2* | 32—Davenport 3* |
| 12—Rochester 3* | 33—Portland, Me. 1* |
| 13—Bridgeport 8* | 34—Dayton 2* |
| 14—New Haven 3* | 35—Seattle 1* |
| 15—Toledo 3* | 36—Waco |
| 16—Fort Wayne 2* | 37—Milwaukee 2* |
| 17—Albany 2* | 38—Rockford |
| 18—Newark 5* | 39—Memphis 2* |
| 19—Columbus 2* | 40—Evansville |
| 20—Omaha 2* | 41—Little Rock 2* |
| 21—St. Paul 2* | 42—Erie 2* |
| 22—Denver 1* | 43—Fort Worth |
| 23—Springfield, Ill. 5* | 44—Duluth 3* |
| 24—Jacksonville 4* | 45—Scranton 3* |

CANADIAN SERVICE DEPARTMENTS

Month of August, 1925

"Montreal on Top"

Mr. Cox, Foreman at Montreal stepped out during August and beat out Toronto and Ottawa. Both Montreal and Toronto are fighting hard for the high honors.

- | | |
|---------------|--------------|
| 1—Montreal 1* | 2—Toronto 1* |
| 3—Ottawa 3* | |

Additional Copies of the New Sales Manual

Distribution of the new Sales Manual has been made to the Branch Offices on the basis of number of salesmen employed, as shown by most recent report.

If an increased sales force in any Branch calls for additional copies of the Manual, such copies may be procured from the Home Office by requisition in the usual way.

Making the Written Word "Letter Perfect"

The value of any machine is governed by its product. The manufacturer of the machine participates in success according to the value of the results obtained from his machine by the user. The product of his machine must be continually improved in quality and durability if he is to maintain his position in the trade. The manufacturer benefits according to his ability to improve his product. He must aim at all times to make the dollar of the buyer of his product increase in value by improved quality, service, utility, and durability.

Such is the policy at the Royal Typewriter plant.

The net result of the factory organization equipment, tools, experience and ability, costing millions of dollars, is the quality of the written work of the Royal Typewriter.

The written word makes or breaks sales more than any other thing. It's effect on the stenographer, Manager or owner in any business is startling in its result. It can spoil the day more than anything else and it can make the day's work worth while. *End the Day with a Smile* was phrased with a great deal of truth back of it. The artistic appearance and mechanical functioning may be perfect, but if the written word is faulty, all else goes for naught. *Beauty of Alignment*. Read those three words again, and you will realize the potential value; it's the last word in typewriter perfection; it's the acme of accomplishment; it's the dream of the inventor; it's the ideal of the manufacturer. To business, it is the spoken word of quality and efficiency. It pleases and soothes the eyes of the business world. It's effect is like the beautiful picture of the artist upon the buyer.

To impress the reader favorably, has been our effort for years. No other problem in itself is so important. *Compare the Work* was phrased with this very thing in view, and so again we say, the appearance and adjustment of the machine may be artistically and mechanically perfect, but if the written word is open to criticism and does not instantly attract the favorable notice of the customer, we have failed in making a successful writing machine.

In order that the reader of this article may know and appreciate the factors entering into the alignment of



the type of our typewriter, we want you to look at the picture here and the care that has been given to the lighting effect. High windows on the north side of the building where the sun does not reach and consequently there is a volume of very even lighting at all times diffused and thrown down on the written work. You will also notice that the men are seated at low convenient work benches which are equipped with revolving stands to insure steadiness and an accurate level in all positions of the machine.

Precision gauges indicating thou-

sandths of an inch, developed after years of study and research bring the type bars and type to as nearly an aligned position as possible, but which requires the human touch to complete. Alignment is a condition that cannot be gauged mechanically, and is dependent to no small degree upon the artistic as well as mechanical judgment of the man who aligns the type. We, realizing this factor, have for years been carefully selecting men who are naturally equipped physically and mentally to do the high grade work required in this operation.

It would never do to put a highly nervous man on the work, as the complications which arise on every machine with its many characters of type, requires one who is mentally well poised, careful, thorough, phlegmatic, persistent and patient. The men selected are placed under the supervision of a man with many years of aligning experience and an expert in checking and knowing the requirements. Men are first trained on the essential elements of aligning called rough aligning, and their work is then placed in the hands of the finished

aligners who are experienced experts, for the final touch. The pleasing design of the type and methods of precision quality, is the first consideration, the expert and durable alignment of the characters the second; both are supremely essential.

By this means, we are able to put into the finished machine, the work of men who have passed the requirements physically and mentally of the roughing work before promotion to real Quality work. The user will give us the answer to our alignment through our sales.

Listen-In On the ROYAL Programs

A feature of Royal Typewriter's service to the public in the last several months has been the radio programs broadcast through the Company's auspices over radio stations WJZ, New York, WGY, Schenectady, and WRC, Washington, D. C.

These programs have been given every Thursday evening, from 10 to 11 P. M.

With the advent of the Fall, however, an important change has been made. We have engaged for our programs the famous Hotel Commodore Orchestra, under the direction of Bernard Levitow. It will be called, over the air, the Royal Typewriter Salon Orchestra, and will present light and popular programs, rendered in such a way as only this orchestra can.

At the present time, with these three powerful stations, Royal Typewriter Programs are being heard as

far West as Cleveland—North into the lower part of Canada, and South to Georgia.

Shortly the Radio Corporation, who operate Station WJZ, are installing a tremendous super power station—and when this is in operation, New York programs will be heard with almost local power as far West as St. Louis.

With the change in Orchestra, we have advanced our time of rendition to 9:30 P. M. Eastern Standard Time on Thursday evenings.

If you are within local range of any of these stations, boost the Royal programs. Tell your customers and prospects to tune in and get one of the rare treats of the radio week.

We will advise you from time to time the events which will occur during the Royal Typewriter Hour of Music, and need your assistance to make it one of the most anticipated and best liked features on the air.

"The best advertisement is SERVICE." This is one phase of Royal service and it should prove of great benefit.

Look at the Clipping on the Right

This little clipping from the Hartford Times explains itself. When a factory adds two hundred men to an already heavy staff—you can tell the world it means something.

The wheels of the Royal Plant are humming merrily—more men are needed to turn out Royal Typewriters for the rapidly increasing horde of Royal users.

The sales organization is doing a good job when it is reflected in such a substantial way as this—and no better proof is needed of the ever growing popularity of the Royal. It's the vogue.

Here's a really pointed contribution from our Buffalo Manager, Mr. Pillow, which will strike home with some of us:

He who whispers in a well That he has something nice to sell, Will not get as many dollars As he who climbs a tree and hollers.

The decline was what the great majority in ed to see.

ment has been at for some time, ce of any changes siness prospects, but e belief that specula- of the Industrials, es- high priced members had been overdone od sized reaction was ore the market to a

re Breaks.

view of the extrav- of the rise in the ustrials, these were eak the most. Gen- al had quite a Nash Motors. ints or more oc Trucks. General ican Can before heck at all. But e, pushing the e general market Operators for the to be concern- with the idea a other parts dent. were

ROYAL TYPEWRITER ADDS 200 WORKERS

Another Hundred Are Expected Within a Week.

The business of the Royal Typewriter company is growing so rapidly that 200 employees have been added to the force during the past two weeks. Vice-President and General Manager Charles B. Cook stated to-day that 100 more would be added to the payroll within the next week or two. The company is producing more typewriters to-day than during any other period in its history. The American demand shows a gratifying increase from month to month and Europe is beginning to buy Royal Typewriters in large and increasing quantity. Mr. Cook believes the prosperity of the company is largely due to the great satisfaction given to users by their No. 10 machine.

of the little to shoulder small theaty

Mr. Pettl the central the meeting ne-ticut Tl held this at in New Hav flying them this mornin gett's office.

While the the Hays org the tax comr resent about to be exhib ent compani tion of abo films for th enter into st state tax de The payn abouts will of the tota \$25,000 w the year. amounts is (CON

Fair To War 21

THE WOODS ARE FULL OF PROSPECTS

(AND ROYAL 100% DEALERS ARE AFTER THEM FULL SPEED AHEAD)



The Big Record as Told by R. Typewriter

"This picture must have been taken September first," said Key-Lever to Accelerating Type-Bar. Cylinder, being somewhat of a rubber neck and having come in contact with Type-Bar on various occasions, was listening to the conversation. Spacer struck several times while Type-Bar was wondering how Key-Lever could

make such a deduction. "It's beyond me, Key-Lever, as to how you are able to infer that the picture was taken on September first, when I can see no sign or calendar which would give a hint to such a date."

"There are various reasons why I think the picture was taken September first, so listen to my story and I am sure you will agree with me, Type-Bar," and Key-Lever related the following:

"Starting from the first of the year Royal Dealers have been making one

record on top of another. The pace has been hot, but they have not faltered and as the months have gone by, one record outclassed the one made the month before. January had a record, February repeated and in March the Dealer Royal sales amounted to the greatest figure in the history of the dealer achievements. July sales figure was big, and August business was bigger in spite of the summer vacations." At this point Key-Lever paused to give Line-Space Lever a chance to put Cylinder in a

better position to hear the rest of the interesting news.

"Now I figure that the picture was taken September first because Royal dealers secured so many orders during the month of September that it would have been impossible for them to get them to the Royal Factory without the aid of the automobile." Type-Bar agreed with Key-Lever, but wanted to know if all the orders taken by Royal dealers during the month of September made any special record. "Yes," replied Key-Lever, "it was

the biggest record ever made by the Royal dealers, but I hear that they have not exhausted their supply of prospects, and that they are going to the woods for another record before the end of the year." Everyone agreed that it was a great record and they spent some time looking over the names on the September Honor Roll.

About this time the typewriter bell rang and the conversation was stopped.

"Cylinder" is now waiting for more interesting news.

Dealer News

In spite of getting married and going on a honeymoon, Frank J. Haberle made the August Honor Roll. Hurrah for Haberle!

Mr. R. B. Brewington of Madison, Wisconsin, has added another large user to his records. A big order was received from him covering Royals to be delivered to one of the State Departments.

State Departments are using Royals and if any of our dealers are in a position to get this business they do not want to overlook it.

Good news has been received from Colorado Springs, Hon. Roy A. Davis has regained his voice after an operation on his vocal chords.

He was not able to speak for several months but reports that his throat has continued to improve and now his voice is practically as "good as new."

During his absence his organization was able to carry on and maintain a perfect quota record. The Honor Roll shows that he has made it nine times this year.

The salesmen of Mr. Nichols' organization must be using aeroplanes as the Sales Report of this dealer shows that Royals are being sold in nearly every town in his territory.

Mr. George A. Pearce of Abilene held a "round-up" last month. He rounded up enough orders to put his name on the M. A. D. for September.

Mr. D. Vahue has been with Russell & Cockrell for about eight years. Amarillo, the location of this dealership, is a 70 per cent. Royal town. This tells the story of Mr. Vahue's efforts.

Mr. R. N. Swadener of Lux & Swadener has been getting so many school sales he wrote us to find out if they would count for an M. A. D. ring. They certainly do, Mr. Swadener, and we are proud to list your name with the September M. A. D. men.

J. C. Duell Sales Company made a record for themselves in September. They sold more Royals than they did in any one month since taking over the Royal dealership.

Dealers Making M. A. D. for August

Mrs. S. D. Hendley
J. C. Duell Sales Co.
Mr. G. E. Lucas
J. C. Duell Sales Co.
Mr. J. E. Wickoff
Capitol T. W. Co.
Mr. R. R. King
Carolina Typewriter & Office S. Co.
Mr. L. Pollak
Idaho Typewriter Exchange
Mr. H. J. Roof
Mr. H. G. Bancroft
Mr. R. G. Nichols
Mr. J. E. Gaffaney

Florida boasts of another prominent citizen. Robert Erskine Strong, Esq., has forsaken the environs of New York for a home in Tampa, where he is heading a real estate company.

As Credit Manager he knew most of our dealers personally, and his sage advice and jovial disposition will not be forgotten.

Royal dealers join us in wishing him "lots" of luck and best wishes for success.

Congratulations are extended to Mr. John H. Forshay, who has been appointed Credit Manager, succeeding "Bob" Strong.

Our veteran dealers recalling the days when they sold Royal Typewriters under the Field Department will remember the name of John H. Forshay, who at that time was in charge of the department.

It is hard to find a foreign typewriter in Daytona, Florida, and the Royal typewriter predominates to such an extent that visitors to our Head Office, who happen to be residents of Daytona, have complimented us on our representation at that point.

We salute the organization of Daytona Book and Stationery Company for the way they work their territory.

Mr. Louis S. Beaupre called a moving van and transferred his headquarters to 8 Dorsey Street, Saranac

Lake, New York. His Company is now known as the Adirondack Typewriter Exchange and the Royal distributor.

If the dealer who sent us the following will let us know who he is we will give him due credit on the dealer's page next month. Now, don't be modest:

Your Worst Competitor

Your worst competitor is not the man who offers a lower price—

Nor the man who claims to have a better machine—

Nor yet the fellow who "knocks" you—

Your worst competitor is the fellow who gets you to lie down—

The fellow who scares you out—

The fellow who whispers in your ear "What's the Use?"—

The fellow who says "You've sold one today—that's enough for one day!"—

The fellow that makes you believe tomorrow is as good as today—

He is your worst competitor and his name is laziness.

He has an alias or two that sound more dignified, such as *lack of ambition* and *discouragement*—but his real name is *Laziness*.

Walter W. Prior missed the August M. A. D. by one Royal, and evidently it made him so angry that he went out and cleaned up for Sep-

tember. It took more than two pages of the Dealer's Sales Report to list his sales for September.

Welcome! Mr. H. R. Snell, of Lebanon, Pennsylvania. He has been appointed a Royal sub-dealer under the Standard Typewriter Company of Reading, Pennsylvania.

Dealers' Honor Roll, September, 1925

Adirondack Typewriter Exchange 3*
Anderson Typewriter Company 4*
Will A. Beach Printing Company 4*
Benson Typewriter Company 3*
Calhoun Office Supply Company 5*
Roy A. Davis 9*
Daytona Book & Music Store 7*
J. C. Duell Sales Company 9*
S. M. Evans
B. M. Gragg 5*
Graham & Wells 6*
F. J. Haberle 4*
Kirkpatrick Company 4*
Lux & Swadener 2*
C. C. & H. C. Macomber 4*
A. G. Packard 6*
Parkers Book & Music Store 6*
Paxton Typewriter Company 4*
T. H. Payne Company 4*
G. A. Pearce 6*
A. W. Peters 3*
Pound & Moore Company 5*
W. W. Prior 9*
J. E. Richardson 7*
H. J. Roof 9*
Royal Typewriter Agency—Billings
Royal Typewriter Agency—Phoenix
H. J. Smith Typewriter Exchange 2*
L. E. Spice 5*
Typewriter & Office Supply Co. 6*
E. F. Winfield 5*

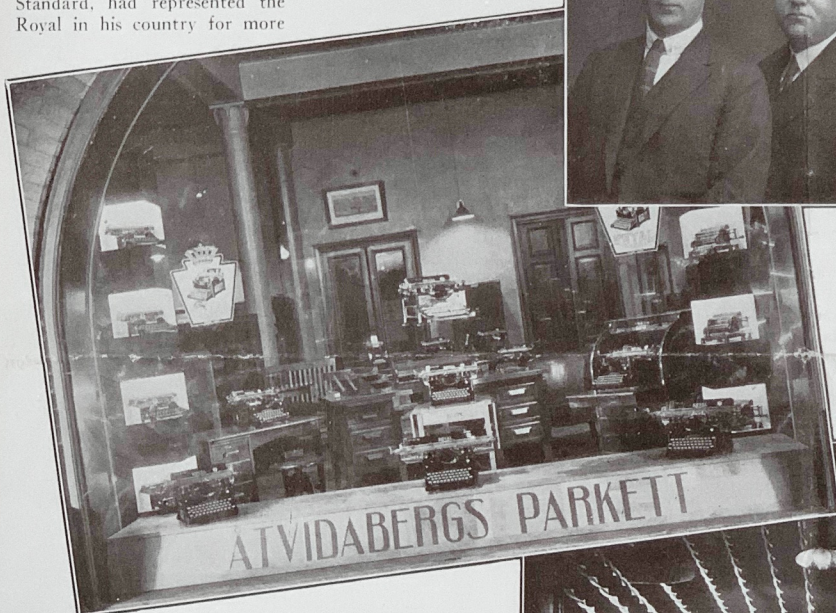
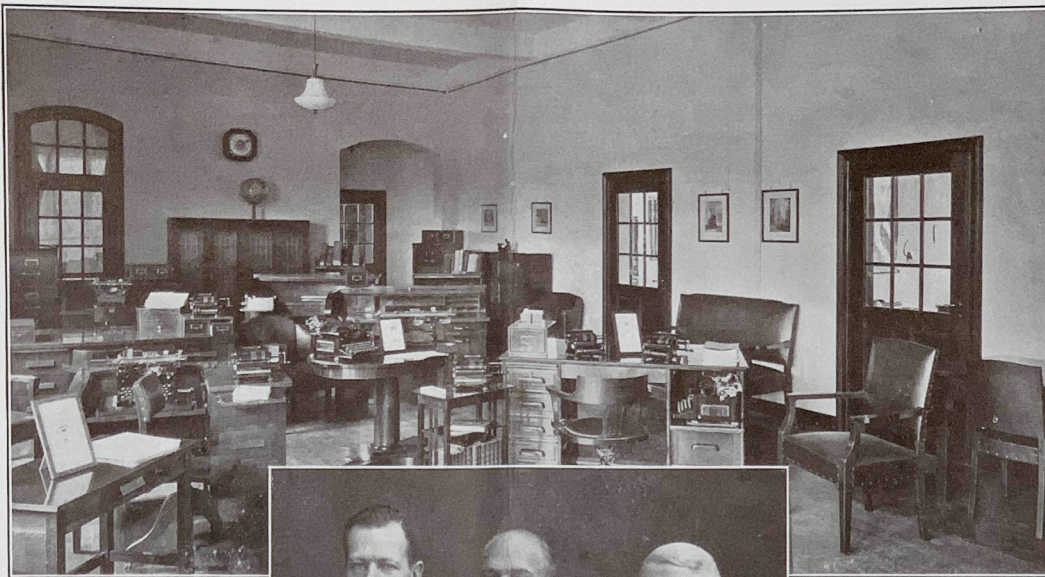
New Developments in Sweden

One of the most significant developments that has been accomplished for some time in connection with Royal foreign business is that recently brought about in the new arrangements for our representation in Sweden. Only a few months ago, the sale of the Royal typewriter in that country was taken over by a combination of interests that will function under the firm name of A/B W. Banzhaf (W. Banzhaf, Ltd.). Under this new arrangement, A/B Maskinaffären Royal Standard, the company that had previously represented the Royal in Sweden, and Atvidabergs Industrier, Ltd., combine the facilities of their respective sales and service organizations throughout the country.

Many of our readers are already well acquainted with the activities of our old friend, Mr. Walter Banzhaf, who, as head of the A/B Maskinaffären Royal Standard, had represented the Royal in his country for more

reading from left to right, are Mr. Olof Ericsson, General Manager of Atvidabergs Industrier, Ltd., Mr. Walter Banzhaf, General Manager of A/B W. Banzhaf, and Mr. T. T. Malleson, our Foreign Sales Director, who was also present at the time negotiations were opened for the new arrangement.

It follows almost without saying that the great manufacturing interests of Atvidabergs Industrier, Ltd., would be supplemented by a sales organization of equal proportions. In this respect they are second to none in the Swedish territory. In every important city and town in Sweden, the organization has its own branches and dealers for the distribution of their divers products, which will now be supplemented with the Royal typewriter. The new arrangement places the facilities of this country-wide organization at the disposal of A/B W. Banzhaf as Royal typewriters



than eleven years. Atvidabergs Industrier, Ltd., the new unit in the present arrangements, is Europe's largest manufacturer of office furniture, card systems, and filing accessories. The concern also manufactures the Facit calculating machine and their manufacturing facilities also include a number of large saw-mills.

The factory and headquarters of Atvidabergs Industrier, Ltd., are located in the town of Atvidaberg, a short distance south of Stockholm and situated not far from the ancient town of Linköping. Known since the thirteenth century as an industrial center, Atvidaberg is considered one of the most ideal garden cities on the Continent. There are no tenement dwellings in the town, each workman having his own cottage, in many cases owned by himself. The factory buildings cover an area of approximately 475,000 square feet, the grounds comprise some fifty acres.

Their spacious office building contains a number of large showrooms for the display of the many products manufactured by their organization. A view of the building mentioned is shown in the photograph appearing at the right. This photograph was taken on the occasion of a meeting of the branch managers and other representatives of the organization. Mr. Banzhaf may be seen standing in the center of the group to the left of the gentleman wearing the straw hat.

In the illustration shown at the top, we reproduce a photograph showing a corner of one of the showrooms at the head office in Atvidaberg. There is no retail selling from these quarters, the display being made only for foreign visitors and for the many dealers handling Atvidaberg products. It is interesting to note that all of the articles shown in this display, with the exception of the Royal typewriters, were manufactured by Atvidabergs Industrier.

The three gentlemen shown in the center photograph,

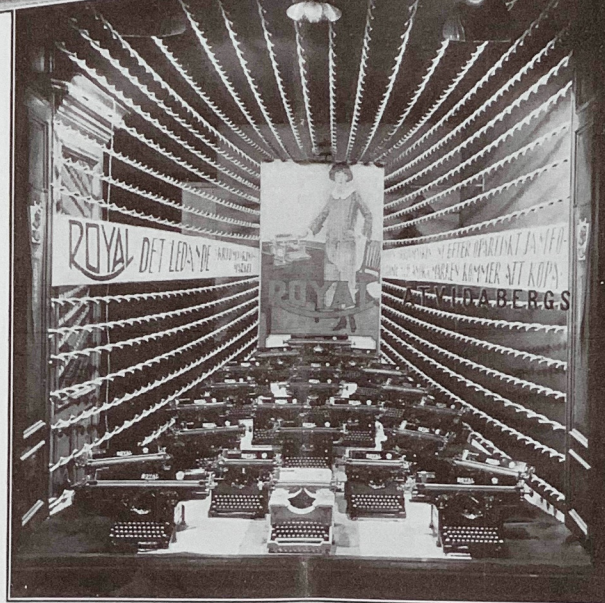
will be sold and distributed by their many offices throughout the country. Direct branches have already been established at Malmö, Göteborg, Norrköping, Örebro, Jönköping, Gävle, Sundsvall and Luleå, all of them provided with excellent showrooms and repair shops. Our machine will be sold in the smaller cities through their dealers, all of whom are equipped to render excellent service to Royal users in their respective districts.

In the illustration at the left is shown a view of the well arranged display room in Atvidaberg's branch in Gävle. The photograph appearing at the bottom shows the splendid window display recently made at the headquarters of A/B W. Banzhaf, Drottninggatan 41, Stockholm. Our friends are certainly to be complimented on the neatness and attractiveness of both of these Royal displays.

Presages Greater Sales for Royal Typewriters

"Quality" has been the guiding principle of the Atvidaberg organization in their dealings with the public. This is unquestionably the foremost reason why their office furniture and other products bear such an excellent reputation. The decision of that company to handle Royal typewriters throughout Sweden in conjunction with their own products is in keeping with the high standards they have set for themselves.

The combined selling forces of A/B W. Banzhaf and A/B Atvidabergs Industrier will undoubtedly place the Royal typewriter in a more strongly fortified position than ever in the typewriter market of Sweden. In the spirit of enthusiasm with which they have taken up their new work in connection with the Royal typewriter, nothing but success can come of their efforts.



Top—A Corner of the Office

Center—Mr. Ericsson, Mr. Banzhaf and Mr. Malleson

Left—The Branch at Gävle

Right—Exterior of Building Showing Meeting of Branch Managers

Lower—Striking Window Display at Stockholm Headquarters

MACHINE-A-DAY CLUB FOR SEPTEMBER

EIGHT NEW MEMBERS



F. C. SALISBURY
Worcester



W. G. BROWN
Chicago



S. H. SLAUGHTER
Waco



C. J. GILDEA
Boston



C. A. STEVENSON
Springfield, Ill.



J. B. ECCLES
New York

A. D. RICHARDSON
Jacksonville

LESTER KLEIN
New York

AKRON

L. J. Michel

ATLANTA

C. C. Crawford 4*

S. N. Malone

J. W. Mann

BALTIMORE

E. G. Dodge 23*

P. F. Hamsch

J. A. Jean

J. C. O'Keefe

BANGOR

H. W. Boshan

BIRMINGHAM

A. Patterson

BOSTON

J. C. Barlow 8*

E. T. Buckley

H. E. Burton 21*

F. I. Crocker

F. J. Edwards

C. J. Gildea *

G. H. Palmer 5*

C. W. Putney

B. W. Simpson

BRIDGEPORT

J. F. Dacey

BUFFALO

George Hauptman 2*

W. W. Hodgson

A. R. Lerch

C. M. Pillow 11*

W. F. Wegener

CHICAGO

W. G. Brown *

A. G. Freeberg

R. C. Goldblatt

B. P. Hamill 18*

R. F. Hoyt 2*

E. H. Johnson

J. C. LaBorence 16*

W. B. Larsen

H. Nuhn

A. J. Redding

J. M. Roberts 24*

A. C. Wheeler

L. E. Wilson 7*

CINCINNATI

L. A. Platz 3*

CLEVELAND

G. J. Holder 3*

M. C. Hull 18*

E. H. Krall

W. H. Peste

W. C. Rodgers

COLUMBUS

L. V. Bell

G. C. Kinnamon 15*

DAVENPORT

G. D. Lawless

DAYTON

O. P. Gilmore

DENVER

W. H. Mitchell

DES MOINES

P. S. Jones 10*

DETROIT

C. Bailey

C. W. Knox

E. L. Owen

L. D. Teeters 13*

K. F. Walker

O. T. Wheaton

ERIE

C. V. House

FORT WAYNE

John Shea, Jr.

FORT WORTH

P. H. Billman

FRESNO

H. H. Tomkinson 13*

GRAND RAPIDS

C. D. Walker

HARRISBURG

S. H. Lamont

HARTFORD

W. C. Bartley

H. F. Brainerd 34*

J. L. Cook

J. F. Gilligan

HOUSTON

W. H. Courtenay

INDIANAPOLIS

W. S. Orvis

W. F. Teer 16*

JACKSONVILLE

A. D. Richardson *

JOHNSTOWN

A. E. Hanna

KANSAS CITY

F. W. Hassett

G. P. Johnson

P. W. Jones 32*

LOS ANGELES

R. D. Anderson 4*

D. S. Fullerton

G. G. Ralls

LOUISVILLE

J. T. Wellman 34*

R. S. Williams

MEMPHIS

A. O'Brien 2*

MILWAUKEE

W. A. Pardee 14*

MINNEAPOLIS

M. E. Bailey

NEW HAVEN

W. A. Mulligan

NEW ORLEANS

W. J. Creger 8*

NEW YORK

D. J. Allingham 34*

D. N. Conklin

W. B. DeRango

J. B. Eccles *

O. Gentry

T. M. Gleason 32*

J. L. Goodwin

A. Graf

R. B. Gray

G. M. Guest 33*

J. E. Guy 13*

L. E. LeMaster 10*

E. J. Matthews

P. Mittenzweig

D. D. Raine

G. Rannenberg 19*

R. C. Robinson

J. Schwartz 22*

G. N. Sykes

J. B. White

Lester Klein

OAKLAND

J. E. Geissinger 6*

PHILADELPHIA

L. A. Dunn 12*

H. K. Goslin

H. C. Pindar

E. V. Sherry

C. F. Tregear

J. W. Turner

PITTSBURGH

A. R. Davis

J. E. Eskey

A. M. Felsner

M. V. Miller 34*

PORTLAND, ME.

W. E. Ayers

PORTLAND, ORE.

C. E. Gray

G. D. Roe

PROVIDENCE

J. H. Alden

E. D. Crandall

J. L. Schora 2*

C. E. Smith

RICHMOND

A. Bartlett

ROCHESTER

G. C. Johnson

ROCKFORD

C. C. Flagg

SAN ANTONIO

E. M. Bushee

E. C. Philips

SAN FRANCISCO

D. G. Becknell

C. H. Billington

T. N. Colwell

J. C. Deardorff

A. F. Lines 2*

P. Pearson

C. E. F. Russ

D. B. Starrett

SEATTLE

H. H. Hoyt

SPRINGFIELD, ILL.

C. A. Stevenson *

SPRINGFIELD, MASS.

L. B. Behan

ST. LOUIS

M. Davis

J. H. Kennedy

H. H. Numaker

L. F. Reynolds

C. D. Sparwasser

L. E. White

ST. PAUL

D. M. Elliott

P. D. Snow

TOLEDO

E. L. Knott 7*

WACO

S. H. Slaughter *

WASHINGTON

H. D. Cashman 9*

S. E. Richter

H. L. Rudnick 13*

E. C. Weeks 3*

WICHITA FALLS

J. B. Reighard

Worcester

F. C. Salisbury *

A. R. Smith 14*

Fifteen-Year-Old Girl Breaks Coast Typing Record

One hundred and twenty-two words a minute for ten minutes is the phenomenal typing record made last Monday by fifteen-year-old Gertrude Miller, a student at Woodbury Business College.

The average speed of experienced stenographers is from 50 to 60 words a minute, and records of 70 and 80 words are considered excellent.

Miss Miller's achievements read like a page from the Arabian Nights. She entered Woodbury College at the age of fourteen with only a grammar school education, but neither youth nor lack of education proved a handicap. She completed the accounting course in two-thirds the scheduled time, made 100 in nearly every subject, won an honor diploma and an



Miss Gertrude Miller

About six months ago Miss Helen Hollinrake, another Woodbury student, established a coast record of 108 words, and it was thought that this exceptional record would stand for years.

But it remained for a young girl, not yet a full-fledged stenographer, to increase the record 14 words a minute. In a contest conducted by the Royal Typewriter Company Miss Miller wrote 1220 words net in ten minutes. Five errors are allowed, but Miss Miller made only two slight errors, thus combining unusual accuracy with extreme speed.

expert penmanship certificate, broke two college records, and won seven special prizes.

After graduating she studied music for several months, and then returned to Woodbury to take the stenographic course. In this branch she duplicated her previous record-breaking work, making 100 in shorthand and now establishing the highest typing record ever made in the west.

Miss Miller is the daughter of Mr. and Mrs. Gilbert J. Miller, who reside at 2741 Rimpau Boulevard.—*Los Angeles Times.*

September School Sales

The school sales for September show a gain of 33 per cent. over the total number secured in September of last year. Forty-seven of our Branches made 100 per cent. or more of their quotas, and of this number twenty-eight made 200 per cent. or more. The first four offices secured over 600 per cent. of their school quotas. Springfield, Illinois, is first with over 660 per cent.

It is very gratifying to note in looking over our reports that the majority of our offices did a good school business during September as this shows that our Managers and Salesmen are making a consistent fight for this business.

Our Dealers show an exceptionally large gain over the amount of school business secured last September. In fact, their September school sales break all former records. We certainly appreciate the fine work which our Branches and Dealers have done so far this year in the securing of school business. Below is given the standing of our Branches based upon the percentage of school quota secured in September, also the standing based upon the percentage of school quota secured to October 1:

September Standing

1—Springfield, Ill.
2—Evansville
3—Worcester
4—Indianapolis
5—Waco
6—Louisville
7—Des Moines
8—Memphis
9—Providence
10—Peoria
11—Cleveland
12—Dayton
13—Milwaukee
14—Toledo

13—Buffalo
14—San Antonio
15—Boston
16—Youngstown
17—Akron
18—Bridgeport
19—Fort Wayne
20—San Francisco
21—Hartford
22—Columbus
23—Erie
24—Wichita Falls
25—New York
26—Atlanta
27—Pittsburgh
28—Grand Rapids
29—Bangor
30—Los Angeles
31—Philadelphia
32—Houston
33—Springfield, Mass.
34—Birmingham
35—Baltimore
36—Seattle
37—New Orleans
38—Richmond
39—Rochester
40—Newark
41—Detroit
42—St. Louis
43—Oakland
44—Scranton
45—Jacksonville
46—Omaha
47—Portland, Me.
48—Rockford
49—South Bend
50—St. Paul
51—New Haven
52—Fort Worth
53—Albany
54—Davenport
55—Minneapolis
56—Cincinnati
57—Kansas City
58—Dallas
59—Denver
60—Harrisburg

Standing of Branches Oct. 1

1—Fresno
2—Bridgeport
3—Louisville
4—Columbus
5—Grand Rapids
6—Springfield, Ill.
7—Indianapolis
8—Rockford
9—Providence
10—Boston
11—Oakland
12—Atlanta
13—Bangor
14—Peoria
15—Worcester
16—Hartford
17—Evansville
18—Toledo
19—Portland, Ore.
20—Fort Wayne
21—Milwaukee
22—Pittsburgh
23—San Antonio
24—Los Angeles
25—New York
26—Cleveland
27—Richmond
28—Kansas City
29—Portland, Me.
30—St. Paul
31—Akron
32—Baltimore
33—Jacksonville
34—New Orleans
35—South Bend
36—Philadelphia
37—Cincinnati
38—Youngstown
39—Memphis
40—Springfield, Mass.
41—Rochester
42—Birmingham
43—Seattle
44—Omaha
45—Duluth
46—Fort Worth
47—Little Rock
48—Albany
49—Detroit
50—Minneapolis
51—Harrisburg
52—Washington
53—Dallas
54—St. Louis
55—Pittsburgh
56—Cincinnati
57—Scranton
58—Newark
59—Columbus
60—Buffalo

A. M. STONEHOUSE,
Manager, School Department.

Employment Department

The employment reports received to date from our District Branches show that Atlanta is first under positions filled with over 208 per cent. of its quota. Kansas City is second with 202 per cent. Buffalo is first under percentage of sales quota secured, and Portland, Oregon, is second, both offices having secured over 300 per cent. of their quotas.